

WHV – Strategy to raise awareness about the Coffee Cultural Landscape through film, focused on young people and the local community

Coffee Cultural Landscape of Colombia, Colombia

Cultural property inscribed on the World Heritage List (2011)

PROJECT DATES

19 June - 29 June 2023

THE SITE - An exceptional example of a sustainable and productive cultural landscape that is unique and representative of a tradition that is a strong symbol for coffee growing areas worldwide - encompasses six farming landscapes, which include 18 urban centres on the foothills of the western and central ranges of the Cordillera de los Andes in the west of the country. It reflects a centennial tradition of coffee growing in small plots in the high forest and the way farmers have adapted cultivation to difficult mountain conditions. The urban areas, mainly situated on the relatively flat tops of hills above sloping coffee fields, are characterized by the architecture of the Antioquian colonization with Spanish influence. Building materials were, and remain in some areas, cob and pleated cane for the walls with clay tiles for the roofs.

OBJECTIVES - The project aims at divulging the Coffee Cultural Landscape among young people and the local community, tackling the general lack of knowledge about the attributes that were taken into account by for the inscription in the World Heritage List, an aspect that affects the social appropriation of the site and at the same time the protection of those attributes that make its outstanding universal value.

ACTIVITIES - Volunteers will utilise media to document and raise awareness among youth and communities about the basic knowledge of the 16 attributes associated with the Coffee Cultural Landscape, its route and its outstanding universal value. Participants will develop capacities for the divulgation of the attributes through appropriate media and generate offline and digital spaces for dialogue with the community.

PARTNERS - Ministry of Culture of Colombia, Arrieros Cultural Foundation

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